



**NEW ORLEANS POLICE DEPARTMENT
SEVENTH DISTRICT
COMMUNITY OUTREACH AND PUBLIC INFORMATION PLAN
DECEMBER 2016**





**NEW ORLEANS POLICE DEPARTMENT
7TH DISTRICT**

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COMMUNITY ENGAGEMENT PROGRAM OVERVIEW

The New Orleans Police Department's Community Engagement Program consists of a Community Engagement Policy, Community Engagement Plan and Community Outreach and Public Information Plans.



Community Engagement Policy

The New Orleans Police Department shall promote and strengthen community partnerships, engage constructively with the community, ensure collaborative problem solving, ensure ethical and bias-free policing, and increase community confidence in the Department.

Community Engagement Plan

The Community Engagement Plan is designed to be a long term, aspirational document that will enhance the NOPD's community engagement, community policing and problem-oriented policing procedures. The objectives of this manual are meant to guide officers on how to foster positive community engagement interactions between citizens and NOPD, utilize community policing ideals, create opportunities for substantive engagement with the community, substantive collaboration with the community as well as civic engagement.

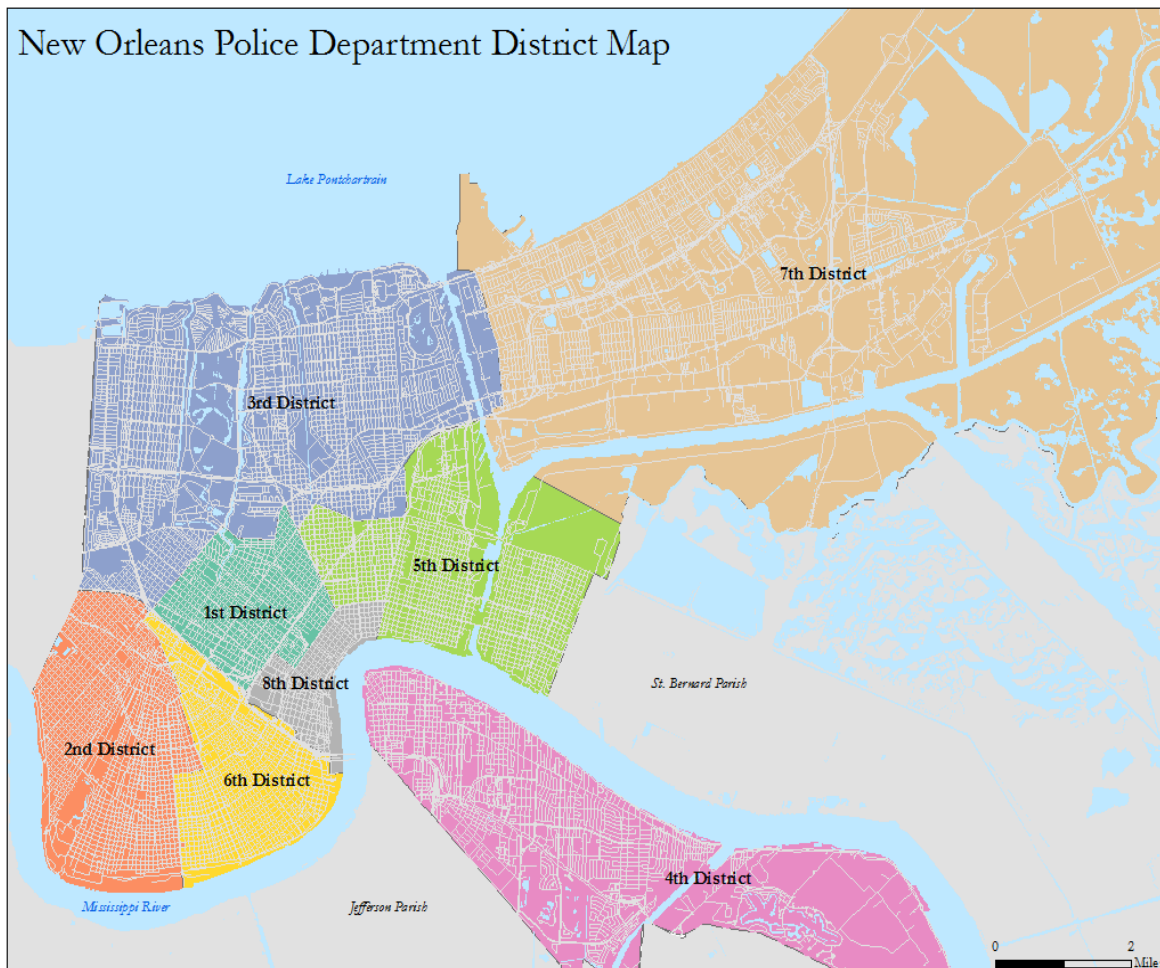
Community Outreach and Public Information Program

A district-specific collaborative partnership with the community. The Community Outreach and Public Information Plans will be specific to each District and address the unique needs of the community serviced in each District.

On October 13, 2016, the NOPD hosted a “Community Engagement Night Out” in the Seventh District at Joe W. Brown Recreational Center, 5601 Read Boulevard. The purpose of the event was to identify and prioritize public safety concerns voiced by the community members present. The priorities chosen should be reassessed within three to six months with the community to determine if new priorities should be addressed.

SEVENTH DISTRICT

The Seventh District encompasses approximately 133 square miles, making it the largest police district in the City of New Orleans. Its boundaries are the Industrial Canal to St. Tammany Parish and from St. Bernard Parish to Lake Pontchartrain. The District currently serves a population of 80,000 residents. The police station is located at 10101 Dwyer Road.



The District has 91 officers, as of December 2016. The District phone number is (504)658-6070. The Seventh District can be contacted by email at nopd7thdistrict@nola.gov. For more information about the work of these officers, please follow the Facebook page account: www.facebook.com/nopdseventh.

LEADERSHIP



Lawrence Dupree, a 16-year veteran of the NOPD, was appointed as Commander of the Seventh District in 2014. Commander Dupree has worked in a diverse compilation of previous assignments, including investigations, management and community policing. He has a Bachelor of Criminal Justice Degree from Southern University at New Orleans and is continuing his educational studies currently at Southern University at New Orleans in their Master's Degree program for Criminal Justice, with an expected graduation date of May 2017.

His major achievements with the NOPD include receiving three Medals of Commendation for Outstanding Achievement and being awarded the Crimestoppers Award for Outstanding Achievement in Community Partnerships. Commander Dupree's focus is multi-faceted, as he works daily to make significant impacts on crime within the Seventh District, fosters a positive working environment for officers and supervisors alike and is keenly aware of the importance of nurturing partnerships within the community and developing the community outreach initiatives that will heighten the public's trust in the NOPD.



Second in Command is Lieutenant Ryan Lubrano, a 19-year veteran of the NOPD; who was appointed to the District in 2015. His current assignment as Assistant-Commander of the Seventh District, includes the management and direction of the patrol strategies and deployment of the 7th District's Detective Unit and General Assignment Unit. Lieutenant Lubrano has worked with NOPD various units, including the leadership role and immediate supervision over the Multi-Agency Gang Unit. Additionally, he has an extensive background in narcotics investigations and the

development of proactive strategies to deter crime in particular areas. He has a Bachelor of Criminal Justice Degree from Southern University at New Orleans. His major accomplishments with NOPD include receiving four Medals of Commendation.



COMMUNITY OUTREACH & INFORMATION PRIORITIES

Given the issues raised by the community, the primary area of focus in the Seventh District Community Outreach and Public Information Plan, drafted for December 2016, will be to enhance patrolling strategies to increase visibility within neighborhoods, enhance youth engagement activities, and partner with City agencies and community groups in problem-solving partnerships in various capacities.

Beginning at the New Orleans Neighborhood-Police Anti Crime Council (NONPACC) meeting in October 2016, the Seventh District began updating the community on the progress of the concerns raised. This plan will be a working document. Advancement and progression on this plan will be presented at every NONPACC meeting for the next year. As a form of documentation, updates will be included in the NONPACC meeting agendas, which are included in the appendix.

Commander Dupree's commitment to community engagement and community policing has remained an ever-present priority and prominent strategy in the overall vision and direction of the Seventh District. The Seventh District's work in the community, as documented in the Community Meeting and Engagement Logbook, since October 1, 2016, is also provided in the appendix. The December NONPACC was cancelled due to the holidays.

ACTIONABLE ITEMS

1. The Seventh District will enhance patrol strategies to increase visibility within neighborhoods.

Task #1: The Seventh District will conduct walking beats at the Crowder gas station, Family Ranch, and the Bullard and Hayne intersection. Walking beat data will be provided to the community, including how many were conducted over a month and the duration.

Task #2: The Seventh District will conduct walking beats specifically in the Vietnamese community in the District in order to better engage and build relationships. Walking beat data will be provided to the community, including how many were conducted over a month and the duration.

Task#3: - The Seventh District will enhance directed traffic patrols in the following neighborhoods:

- Springlake
- North Kenilworth
- Sherwood Forest
- Lake Willow
- Lake Bullard.

Traffic patrol data will be provided to the community, including how many were conducted over a month and the duration.

Task #4: The Seventh District will conduct speeding enforcement on Crowder (Morrison/110 Service Road/Mayo) during morning and evening rush hour. Speeding enforcement data, not the number of tickets written, but the amount of time an officer was dispatched to enforce speeding at the stated location, will be provided to the community including how many were conducted over a month and the duration.

Task #5: The Seventh District will conduct walking beats at Goretti Park. Walking beat data will be provided to the community, including how many were conducted over a month and the duration.

2. The Seventh District will begin enhancing youth engagement activities.

Task # 1: SRO's Ambrose and Dabney will develop a district level police-youth dialogue program with district schools.

Task #2: Document each step in implementation, specifically noting when the SRO met with school principals to build the program.

Task #3: Report outcome of youth dialogues and include which schools and officers from the District participated.

Task #4: Include pictures in the appendix.

3. The Seventh District will partner with City agencies and community groups in problem-solving partnerships.

Task #1: Invite City agencies to NONPACC to address the particular concerns of the citizens; 311, Code Enforcement, Sanitation and Public Works.

Task #2: Strategize with Springlake Subdivision and North Kenilworth Subdivision regarding their suggestion to partner with the 7th District on their community concerns noted earlier and presentation at NONPACC by Safe Cam NOLA.



TASKS

Please copy and paste which task (listed above) that the officer worked towards completing. Fill out “task”, “officer name” and “date” fields on every task sheet. However, if applicable, print MAX report and staple to task form in lieu of filling out “action” portion of form.

Task#: _____

Officer Name: _____

Date: _____

Action: _____

APPENDIX
Community Engagement Night Out

The first question posed was, “In your opinion, what are the greatest problems in your District and how can the police help? Please provide specific examples.” In the 7th District, the primary responses from the community were:

- a. Due to vast size of the 7th District, more officers should be assigned to the 7th District; Commander Dupree explained the current staffing of the 7th District and things that affect staffing levels (illness, training, etc.)
- b. Loitering outside of stores and businesses, such as the gas station on Crowder Blvd., The Family Ranch and the intersection of Bullard and Hayne
- c. More police presence and interaction in the Vietnamese community
- d. Increased marked-car presence in the Springlake, Lake Willow and Lake Bullard subdivisions, for visibility and deterrence of crime
- e. On-going monitoring of speeding on Crowder Blvd., between Morrison Road , I-10 Service Road and Mayo, mostly early morning and in the evening
- f. Enforcement of illegal parking of school buses at the Kenilworth Mall site
- g. Increased marked-car presence in North Kenilworth subdivision and Kenilworth Mall area; unknown men are walking in the neighborhood; three recent robberies in the area
- h. People attending games and events at Goretti Park, don’t have a vested interest in the community; homeowners are frustrated because cars are blocking driveways, trash, etc.
- i. The Edgelake subdivision sees officers patrolling in the area, but neighbors complain that the 7th District needs more officers assigned to the district
- j. Truants and curfew violators out on weekdays and weeknights in the Belle Air East subdivision
- k. There is a lot of section 8 housing surrounding Lake Willow, would like for them to keep the neighborhood clean and walk with the police
- l. Large, red truck on the neutral ground on Bundy Road, near the canal
- m. More marked-car presence in the Sherwood Forest subdivision and 311 work orders aren’t being handled
- n. Illegal auto repairs in neighborhoods

The second question posed was, “How can the community collaborate with the police department to address these issues?” In the 7th District, the primary responses from the community were:

- a. Rosedale subdivision wants officers to attend their neighborhood meetings so the officers can find out what the community issues are
- b. Springlake subdivision suggests having the homeowners associations draft letters to businesses that have chronic loiterers, which would be cc'd to NOPD and the Councilperson
- c. Collaborating with the NOPD to get more officers assigned to the 7th District, citizens would like to send a letter to the Superintendent to ask for more officers from recruit class; Commander Goodly explained the recruitment and training process.
- d. In the Kenilworth mall area, community should take the initiative to gather all pertinent information concerning an issue, without putting themselves in danger; and partner with the police to develop a community plan of action of how they can send info in on issues they observe
- e. Use of surveillance cameras in the neighborhood; meeting with companies for possible delivery of service; registering existing cameras with Safe Cams Nola.

The third question posed was, "What does the police department do well in terms of community engagement? Please provide specific examples." In the 7th District, the primary responses from the community were:

- a. Commander Dupree/7th District always available, very responsive and accessible
- b. 7th District non-emergency response to calls for service is pretty fast, within 10 minutes
- c. When my alarm went off, the police responded quickly
- d. Commander Dupree is very transparent; explained the realities of policing; did not make any excuses, exudes professionalism
- e. Good visit on burglary call for service in the 7th District
- f. When filing a non-emergency call for service; he received unsolicited call backs from the APR Unit, that showed they knew his call was still pending, which he found was very professional
- g. 7th District staff provides good customer service
- h. City Council should draft legislation for dealing with issues that come with large, condensed areas of housing, that don't need involvement of NOPD resources

The fourth question posed was, "What could the police department do better in terms of community engagement? Please provide specific examples." In the 7th District, the primary responses from the community were:

- a. Use State Troopers for drag racing, speeding and revving motorcycles at the daiquiri shop on Crowder Blvd., on Sundays and Wednesdays

- b. Don't allow people to skirt around laws; use the laws on the books and don't deviate
- c. Bring back QOL officers

The fifth question posed was, "What activities should the Department undertake to improve relationships with youth?" In the 7th District, the primary responses from the community were:

- a. Talk to kids that officers encounter; district-level dialogue with kids in the 7th District
- b. Engaging youth at bus stops, similar to the 7th District's current bus stop initiative
- c. Making sure youth know what 7th District officers do in the community
- d. Going to schools to talk with kids
- e. Educating parents on bus stop safety
- f. Speak with male students
- g. Officer Friendly
- h. Create NOPD ambassadors in each school
- i. Bring back DARE; Chief Thomas spoke about the current grants process and the Violence Reduction Network.
- j. Ethics for officers; police helping the community while off duty, in their neighborhoods, by enforcing laws; Chief Thomas and Commander Goodly discussed the requirements/restrictions for acting in an official capacity when off-duty.

The sixth question posed was, "How can we reach out to individuals not present to engage them in improving the police department?" In the 7th District, the primary responses from the community were:

- a. Notifying church pastors to share information with members
- b. Email neighbors
- c. Attend NONPACC
- d. NOPD News site, social media

Seventh District Neighborhoods

Lake Barrington, Sherwood Forest, Fort Pike, Fairway Estates, Lake Forest Estates, Pressburg East, Eastover, Huntington Park, Park Wood, Forest Park East, Barrington Park, Briarwood, Camelot, Delmar Villa, Warwick West, Mary Wood, Oak Ridge, Donna Villa, Lake Bullard, Melia, Lake Carmel, Lake Willow, Pressburg West, Edge Lake, Fairway Estates, Kenilworth, Adams Court, Bel Air East, Bullard Park, Chimney Wood, Lake Wood East, Maple Ridge, North Kenilworth, Pines Village, Irish Bayou, Academy Park, Lake Catherine, McKendall Estates, Kingswood, Evangeline Oaks, Idlewood, Willowbrook, Blue Ridge Court, Bunker Hill, Castle Manor, Little Woods, Mark, Oak Island I & II, Plum Orchard, Tameron Estates, Versailles Gardens, South Shores, West Adams, Wimbledon, Rosedale, Spring Lake,

Trade Winds, Village de' Lest, Warwick East, West Barrington, Seabrook, Venetian Isle, Lake Catherine, Villa Sites, Lori Gardens, Lake Groves, Dorsett Park, Adryn Park, Raymond Joseph and Industrial Park

Post-Katrina Revitalizations and District Background

The Seventh District is known for its geographical uniqueness, civic leadership within the community, business development and has the largest Vietnamese community in the City.

Since Hurricane Katrina in 2005, New Orleans East has been the site of major revitalization efforts. New Orleans East Hospital opened in 2014, providing healthcare services to residents of New Orleans East. The East New Orleans Regional Library opened in 2012, which marked a major milestone in the resurgence of New Orleans East, post-Katrina. The Joe W. Brown Memorial Park and Nature Center provide a wide range of community and family activities, including walking, bike riding, and tennis. It contains an activities center, in-door heated pool, ball fields, picnic shelters, and play equipment. The NASA-Michoud Facility and Bayou Sauvage Federal Wildlife Reserve are located in the Seventh District. The Seventh District's new, state of the art, 20,000 square feet, police station, which can accommodate 300 officers, is located at 10101 Dwyer Road. The new building replaces and doubles the capacity of the former building that was destroyed in Hurricane Katrina. It is elevated and designed to withstand 200 mph winds, with enhanced safety and security features.



7th District NONPACC Meeting Agenda

October 19, 2016

6:00PM

- I. **Call to Order**
- II. **Introductions and Sign-In Sheet**
- III. **Problem-Solving Areas/Previous Issues for Follow-Up**
 - a. Parking of large vehicles in Kenilworth Mall area
- IV. **New Business**

- a. Recent Uniform Crime Report (UCR) Incidents and Crime Clearances in the 7th District
- b. Staffing report
- c. Community Outreach and Public Information Plan; thanks to everyone who participated in the Community Engagement Night Out meeting last week!!

V. Community Engagement

- a. Night Out Against Crime festivities, the 7th District had 38 parties. Thanks to everyone who participated!!
- b. 7th District Officer Stephen Nguyen participated in the Mid-Autumn Moon Festival in NO East.
- c. Fall Fest/Halloween festivities at the 7th District Station (10101 Dwyer Road) at 5pm, on October 31st
- d. Follow the 7th District on Facebook at: www.facebook.com/nopdseventh
- e. Visit www.nopdnews.com for 24/7 online source of NOPD news and information.

VI. Did You Know: NOPD recently launched a peer intervention program known as EPIC or Ethical Policing is Courageous. NOPD developed the program with the help of nationally renowned experts, community members and the Federal Consent Decree Monitor. EPIC empowers officers on the streets to intervene when they see a colleague doing something wrong or unethical. NOPD leaders, supervisors and many rank-and-file officers have already received EPIC training, and the NOPD is now in the process of training all current officers and new recruits. EPIC is already serving as a tool for other police departments across the country to model.

VII. Public Comment/Questions

VIII. Adjournment

7th District NONPACC Meeting Agenda

November 16, 2016

6:00PM

I. Introductions and Sign-In Sheet

II. New Business

- a. Recent Uniform Crime Report (UCR) Incidents and Crime Clearances in the 7th District
- b. 7th District Staffing Report
- c. Community Outreach and Public Information Plan

1. Youth engagement – Peer pressure presentation at Hype Academy, Einstein Charter School anti-bullying assembly and Schaumburg School assembly (pledge against gun violence)
2. NOPD Recruiting: Four of the 35 recruits from Recruit Class 176 have been assigned to the 7th District to begin their 16 week Field Training Program. Recruit Class 178, consisting of 33 recruits, began training on October 31st. Recruit Class 177 will graduate later in 2016.

III. Community Engagement

- a. In October, the 7th District participated in over a dozen community events and meetings. The Fall Fest/Halloween extravaganza at the 7th District Station was a huge success, with approximately 300 kids attending. Officers decorated the station and members of the 7th District were dressed in costume for the event. Each 7th District officer participated in the event by purchasing a large bag of candy, as well as other Halloween favors, for the kids of the 7th District. Candy and free grilled hotdogs/hamburgers were given. View event photos on the 7th District Facebook page: www.facebook.com/nopdseventh.
- b. Visit www.nopdnews.com for the 24/7 online source of NOPD news and information.

- IV. **Did You Know:** Some NOPD officers have taken part in a first-of-its-kind class at the NOPD Training Academy, presented by Innocence Project New Orleans, highlighting the role of police in guaranteeing accurate convictions and how wrongful convictions not only affect those who are convicted for a crime they did not commit, but the effects of such a decision on larger scale. The class serves as a pilot for possible future classes that can help the NOPD better understand the perspectives of groups of citizens they may encounter.

V. Public Comment/Questions

VI. Adjournment

October 13, 2016 “Community Engagement Night Out” Meeting Attendees

Deputy Superintendent John Thomas (MSB)
 Commander Lawrence Dupree (7th District)
 Lieutenant Ray Byrd (7th District)
 Commander Chris Goodly (Academy)
 Lieutenant Jonette Williams (FOB)
 Sherae Hunter (Facilitator)
 Arthur Busby
 Marcia McWilliams
 Amy Foster
 Dawn Herbert

Karla Mousa
 Warren Jones, III
 Linda Williams
 Ellen Penny
 Dianne Collins
 Shameka Becnel
 Dr. Bonnie Jones-Jackson
 Maxine Weaver
 Marilyn DeGrasse
 Gail Armant

Daniel Morning



Noteworthy Community Engagement Videos

- 7th District Toy Giveaway: <http://nopdnews.com/post/december-2016/from-bicycles-to-learning-tablets.-nopd-seventh-di/>
- Mannequin Challenge: <https://www.facebook.com/maryitecentral/videos/941072382704542/>
- Other event photos and information: www.facebook.com/nopdseventh

Community Engagement Logbook for October –December 2016

- October - October is Breast Cancer Awareness Month. To honor all breast cancer survivors and all that lost their battle, 7th District staff members Ms. Gordon and Ms.

Lewis wore pink shirts. Commander Dupree, who lost his cousin to breast cancer this year, will wear his breast cancer awareness pin throughout the month.

- October 5th -Warwick East Homeowners Association meeting – Lieutenant Ray Byrd addressed the group by providing information on general safety and Quality of Life issues.
- October 5th – National Community Policing Week; participated in a basketball game hosted by KIPP Central City and USAO.
- October 7th - Traditional Mid-Autumn Celebration w/Mary Queen of Vietnam Church. Mid-Autumn Festival is held on the 15th day of the eighth month of the Chinese calendar, which is in September or early October in the Gregorian calendar. On the 15th of the lunar calendar, each month, the moon is at its roundest and brightest, symbolizing togetherness and reunion in Chinese culture. Families get together to express their familial love by eating dinner together, appreciating the moon, eating mooncakes, etc. The harvest moon is traditionally believed to be the brightest of the year. For Harvest Celebration: Month 8 day 15, is traditionally the time rice is supposed to mature and be harvested. So people celebrate the harvest and worship their gods to show their gratitude.
- October 13th – God’s Little Angels Daycare. Officer Ambrose visited God's Little Angels Daycare in New Orleans East. Their lessons centered around the community and police. After engaging the group, Officer Ambrose presented each child with junior police badges.
- October 13th – Community Engagement Night Out Meeting at Joe W. Brown Recreational Center
- October 18th - Night Out Against Crime; 38 parties in the 7th District
- October 19th – NONPACC meeting at 7th District Station
- October 19th – Schaumburg Elementary School “Pledge Against Gun Violence” event
- October 22nd - Cornerstone United Methodist Church First Annual Faith Community Health & Resource Fair. Sgt. Glover spoke about General Safety.
- October 22nd - Joe Brown Park host the NOLA East Friends Fest – Officers Scott, Koeller and Lanning attended.
- October 23rd – New Orleans East Hospital Heart Walk – All participants were provided with information regarding wellness and healthy living. Sgt. Glover and Sgt. Jones attended.
- October 25th - School Resource Officer Arnisha Ambrose led an Anti-Bullying Assembly at Einstein Charter Middle and High School, with 6th and 7th grade students. Sergeant Michael Stalbert and Officer Eddie Dema also participated. The assembly was held to teach students how to prevent bullying and the laws surrounding bullying. At the end of each assembly, two students were awarded with a Know-More Packet. The students were selected by their teachers for showing the most effort in preventing bullying amongst themselves and their peers.
- October 31st – 7th District leadership, officers and staff will provide the kids of NOLA East with a safe place to trick-or-treat. Additionally, we will have an officer grilling

hamburgers and hotdogs, a not-so-scary haunted house and themed music. Also, the officers will be in costume. Note: All items were purchased by the 7th District Officers.

- November 7th – Commander Dupree and Lieutenant Lubrano spoke with Tulane Public Health representatives regarding gun violence in New Orleans through the lens of law enforcement and how it pertains to public health.
- November 9th – Officer Ambrose, Sergeant Stalbert and Officer Dema participated in a peer pressure presentation at Hype Academy.
- November 12th – Officers Vitrano, Nguyen, McLaurin and Mills participated in the Youth Run Nola Family Fun Run at Joe Brown Park.
- November 16th: NONPACC meeting
- November 19th: Division II Football Championship First Annual Football Fan Fest. 7th District Officers Brandon Scruggs and Kevin Nguyen participated in the 2016 Division II Football Championship at Joe Brown Stadium, in New Orleans East. To fuel the festivities, the first annual Football Fan Fest, featuring special visits and activities, was held on game day. The officers actively participated in the festivities, which included Officer Scruggs taking part in the field goal kicking contest!
- November 23rd: 7th District Officers Clifford Thompson, Darius Henry and Danielle Williams participated in Old School in the Park, an official Bayou Classic event featuring live music, food and fun for the entire family, at Joe W. Brown Park in New Orleans East.
- November 24th: The 7th District's Day Watch held a Thanksgiving celebration at the 7th District Station, where both officers and members of the community who recently experienced personal turmoil, were invited to enjoy a delicious meal together.
- November 29th: The NOPJF provided a resource table at the New Orleans East Hospital, in recognition of #GivingTuesday, to raise funds and awareness for the Tuition Assistance Program, which helps NOPD officers further their education by reimbursing a portion of their tuition costs.
- December 6th: As part of the NOPD 7th District's continued commitment to community engagement, the Second Platoon visited with students in Abramson Sci Academy's after school program and provided snacks that the officers purchased themselves! The good will gesture was initiated by officers to show appreciation for those students who were putting in extra time for their schooling.
- December 9th: Sweet Friday St. Mary's Academy. Prior to receiving the wonderful desserts and treats, St. Mary's Academy, New Orleans and members of the NOPD Seventh District participated in a school assembly where they discussed the importance of decision-making and career goals and the mannequin challenge. Thanks again SMA!
- December 10th: 7th District Annual Christmas Party. The NOPD 7th District's Annual Christmas Party was a huge success; a night enjoyed by our officers, supervisors, community members, families and friends!! Happy Holidays!!
- December 10th: The 7th District would like to say thank you to Coaxum Enterprises for once again partnering with the NOPD for "Coffee with Cops", which enabled members of the 7th District and citizens to enjoy a cup of McDonald's coffee and great conversation!

- December 13th: Once again, 7th District Night Watch Officers visited with students awaiting their school buses and shared morning snacks with them!! Most of the kids have to be at the pick-up points pretty early in the morning.
- December 17th: Crystal Magnolia Country Club, assisted with toy give-a-way.
- December 20th: Oak Island Homeowner's Association provided a Christmas Luncheon to thank the officers of the 7th District. The Seventh District would also like to thank Oak Island Subdivision President Ms. Sparrow, along with Ms. Sims and Mr. Adams who provided the officers with a wonderful Christmas lunch today! They also addressed the officers that were present and expressed their gratitude.
- December 20th: The NOPD's Seventh District held their annual Christmas toy giveaway at the Seventh District Station and made the Christmas wishes of dozens of New Orleans East kids come true!! Officers purchased all the gifts themselves, turned the roll call room into Santa's Workshop and served as Santa, Mrs. Claus and Christmas elves! Santa even made special deliveries to some New Orleans East homes as well.
- December 20th: NYX Carnival Crew who are also NOPD officers, passed out care baskets to homeless citizens.
- December 27th: NOPJF "Flat Fred" Thank You Challenge.